

ORDER



Orders
Order / Rev: 67937
Alt Order #: 08888116
Product Desc: CONCERNED WMN AMER
Estimate: 2118
Flight Dates: 10/29/12 - 11/06/12
Original Date / Rev: 10/23/12 / 10/23/12
Order Type: CIA - O

KTVX-TV

Primary AE: Continental Washington DC
Sales Office: CNAT
Sales Region: National

Agency Name: Mentzer Media Services
Buying Contact:
Billing Contact:
 600 Fairmount Ave
 Towson, MD 21286

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser Name: Concerned Women America
Demographic: A35+
Product Codes: Issues/Propositions
Priority: P-1
Revenue Codes: AGY, POL-ISS, GEN

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/29/12	11/06/12	64	\$32,140.00	\$27,319.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
November 2012	64	\$32,140.00	\$27,319.00	0.00
Totals	64	\$32,140.00	\$27,319.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Continental Washington DC			Start Of Order - End Of Order	100%

Order Share

	Share	Total
KTVX-TV	25%	\$32,140.00
Market	100%	\$128,560.00

Competitive Share

	Share	Total
CABLE	0%	\$0.00
KBYU	0%	\$0.00
KJZZ	10%	\$12,856.00
KMYU	0%	\$0.00
KSL	20%	\$25,712.00
KSTU	10%	\$12,856.00
KUCW	0%	\$0.00
KUED	0%	\$0.00
KUPX	0%	\$0.00
KUTV	35%	\$44,996.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KTVX	10/29/12	11/02/12	Good Morning America GMA 7a-9a	CM	7a-9a	MTWTF--	:30	10	\$300.00	P-1	0.00	NM	10	\$3,000.00
2X PER DAY GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	MTWTF--			10		\$300.00		0.00				
E 2	KTVX	10/29/12	11/02/12	M-F 9a-10a M-F 9a-10a	CM	9:00 AM-10:00 AM	MTWTF--	:30	5	\$200.00	P-1	0.00	NM	5	\$1,000.00

KTVX-TV

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Advertiser: Concerned Women America
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 Estimate: 2118

KTVX-TV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 14	KTVX	11/04/12	11/04/12	ABC4 News at 10pm SuCM Su 10p-1030p		10:00 PM-10:30 PM	-----S	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/29/12	11/04/12	-----S	1		\$900.00		0.00						
E 15	KTVX	11/05/12	11/06/12	Good Morning America CM GMA 7a-9a		7:00 AM-9:00 AM	MT-----	:30	4	\$300.00	P-1	0.00	NM	4	\$1,200.00
2X PER DAY GMA															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	4		\$300.00		0.00						
E 16	KTVX	11/05/12	11/06/12	M-F 9a-10a CM M-F 9a-10a		9:00 AM-10:00 AM	MT-----	:30	2	\$200.00	P-1	0.00	NM	2	\$400.00
1X PER DAY. DRS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	MT-----	2		\$200.00		0.00						
E 17	KTVX	11/05/12	11/05/12	ABC4 News at 5p CM ABC4 News at 5p		5:00 PM-5:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
E 18	KTVX	11/05/12	11/05/12	ABC4 News at 6p CM ABC4 News at 6p		6:00 PM-6:30 PM	M-----	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$500.00		0.00						
E 19	KTVX	11/05/12	11/05/12	M-F 630p-7p CM M-F 630-7p		6:30 PM-7:00 PM	M-----	:30	1	\$750.00	P-1	0.00	NM	1	\$750.00
1X PER DAY 2.5 MEN															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$750.00		0.00						
E 20	KTVX	11/05/12	11/05/12	ABC4 News at 10pm M-F CM M-F 10p-1036p		10:00 PM-10:35 PM	M-----	:30	1	\$1,000.00	P-1	0.00	NM	1	\$1,000.00
1X PER DAY NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$1,000.00		0.00						
E 21	KTVX	11/05/12	11/05/12	Nightline CM M-F 1036p-1103p		10:35 PM-11:05 PM	M-----	:30	1	\$600.00	P-1	0.00	NM	1	\$600.00
1X PER DAY NLINE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$600.00		0.00						
E 22	KTVX	11/05/12	11/05/12	M-F 11p-1130p CM M-F 1103p-1133p		11:05 PM-11:35 PM	M-----	:30	1	\$215.00	P-1	0.00	NM	1	\$215.00
1X PER DAY ACCESS HOLL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		11/05/12	11/11/12	M-----	1		\$215.00		0.00						
													Totals	64	\$32,140.00